

IP IN MODERN REALITIES

GUEST LECTURE

Aims and scope:

We all create and use intellectual property. Despite its importance to so many aspects of the global economy and daily life, intellectual property policy remains a relatively understudied subject, especially for students in emerging and transition economies. This introductory lecture aims to clarify both the basic concepts and the major conflicts surrounding the area of intellectual property law, management, and policy, offering students an introduction to copyright, patents, trademarks, and other forms of knowledge that are object of legal protection and regulation. Using vivid examples from all over the world, we are going to illustrate the importance and limitations of intellectual property, overviewing the complex system of laws, management practices and public policies governing the dissemination of ideas, expressions, inventions, creativity, and data collection in the modern world.

Topics:

FOUNDATIONS OF INTELLECTUAL PROPERTY. IP as an economic and legal category: objects and subjects, history. Copyright and related rights: essence and development of related industries. Objects patent law: inventions, utility models, industrial designs. Acquisition. Secret inventions. Non-traditional objects of IP rights: innovative offers, topographies of integrated circuits, scientific discoveries, plant and animal breeds, know-how. Objects of individualization: trademarks, commercial names, geographical indications of origin.

THE ECONOMICS AND MANAGEMENT OF INTELLECTUAL PROPERTY. Preconditions for the commercialization of IP: a functioning innovation system, technopark structures, venture entrepreneurship, technological transfer. Commercialization of IP: essence and methods, use in own production, sale of IP, license agreements, franchising, engineering. IP management at the level of the subject: valuation, accounting, taxation, goodwill, marketing.

THE ADMINISTRATION AND PROTECTION OF INTELLECTUAL PROPERTY IN A GLOBALIZED WORLD. Infringement of IP rights: plagiarism, counterfeiting, industrial espionage and competitive intelligence, patent trolling. IP in the digital space: the history of the global network, cybersquatting, illegal distribution of content using peer-to-peer systems, piracy and copyright trolling. Legal protection of IP: general principles, insurance, mediation, arbitration, the judicial and administrative order. International cooperation: international conventions and organizations. Administration and protection of IP in Ukraine: public authorities, NGOs, legislation, IP and external economic relations. Alternative free culture: copyleft, free software, Creative Commons, pirate international.

Lecturer: Iryna Lytvynchuk

Dr. Sc., Prof., Head of the Centre for Intellectual property, Innovation and Project Management at Polissia National University